

1 of 5

Rep Firm
Sales Office () WASHINGTON
Salesperson () NILE NOYES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

— REMARKS —

TABLE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
✓ Rating: 1.4	*7	TH	11A-12P	VIEW	:15	\$75.00	10/18-10/18	2	1	2	\$150.00	
	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
Rating: 1.4	*8	F	11A-12P	VIEW	:15	\$75.00	10/19-10/19	2	1	2	\$150.00	
	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
Rating: 1.4	*11	TH	2P-3P	ANDERSON COOPER	:15	\$50.00	10/18-10/18	2	1	2	\$100.00	
	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
Rating: 1.4	*12	F	2P-3P	ANDERSON COOPER	:15	\$50.00	10/19-10/19	2	1	2	\$100.00	
	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*13	M	2P-3P	ANDERSON COOPER	:15	\$50.00	10/22-10/22	2	1	2	\$100.00	
Rating: 1.4	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
	*16	W	3P-4P	ELLEN	:15	\$125.00	10/17-10/17	2	1	2	\$250.00	
Rating: 1.7	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
	*17	F	3P-4P	ELLEN	:15	\$125.00	10/19-10/19	2	1	2	\$250.00	
Rating: 1.7	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
	*18	M	3P-4P	ELLEN	:15	\$125.00	10/22-10/22	2	1	2	\$250.00	
Rating: 1.7	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
	*22	TH	530A-6A	GOOD MORNING UT	:15	\$25.00	10/18-10/18	2	1	2	\$50.00	
Rating: 0.5	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
	*23	F	530A-6A	GOOD MORNING UT	:15	\$25.00	10/19-10/19	2	1	2	\$50.00	
Rating: 0.5	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
	*24	M	530A-6A	GOOD MORNING UT	:15	\$25.00	10/22-10/22	2	1	2	\$50.00	
Rating: 0.5	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											

Rep Order# 8882988 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 65688

Printed: 10/17/2012 1:11 PM
Last Received: 10/17/2012 1:08 PM
Showing Buylines: All Rep & Sta Revised Lines

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Station KTVX-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/HOUSE/R
Estimate# C16C22
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C16C22
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*31	W	630A-7A	GOOD MORNING UT	:15	\$65.00	10/17-10/17	2	1	2	\$130.00	
Rating:	0.8											
Sales Remark: V5 CONVERTING TO BKEND 15S												
V5 More than 2 codes changed												

	*32	TH	630A-7A	GOOD MORNING UT	:15	\$65.00	10/18-10/18	2	1	2	\$130.00	
Rating:	0.8											
Sales Remark: V5 CONVERTING TO BKEND 15S												
V5 More than 2 codes changed												

	*33	F	630A-7A	GOOD MORNING UT	:30	\$65.00	10/19-10/19	2	1	2	\$130.00	
Rating:	0.8											
Sales Remark: V5 CONVERTING TO BKEND 15S.												
V5 More than 2 codes changed												

	*36	W	7A-9A	GOOD MORNING AMERICA	:15	\$70.00	10/17-10/17	2	1	2	\$140.00	
Rating:	1.4											
Sales Remark: V5 CONVERTING TO BKEND 15S												
V5 More than 2 codes changed												

	*37	TH	7A-9A	GOOD MORNING AMERICA	:15	\$70.00	10/18-10/18	2	1	2	\$140.00	
Rating:	1.4											
Sales Remark: V5 CONVERTING TO BKEND 15S.												
V5 More than 2 codes changed												

	*38	F	7A-9A	GOOD MORNING AMERICA	:15	\$70.00	10/19-10/19	2	1	2	\$140.00	
Rating:	1.4											
Sales Remark: V5 CONVERTING TO BKEND 15S												
V5 More than 2 codes changed												

	*55	W	6P-630P	NEWS AT 6P	:15	\$100.00	10/17-10/17	2	1	2	\$200.00	
Rating:	1.6											
Sales Remark: V5 CONVERTING TO BKEND 15S.												
V5 More than 2 codes changed												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*56	TH	6P-630P	NEWS AT 6P	:15	\$100.00	10/18-10/18	2	1	2	\$200.00	
Rating: 1.6	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
	*57	M	6P-630P	NEWS AT 6P	:15	\$100.00	10/22-10/22	2	1	2	\$200.00	
Rating: 1.6	Sales Remark: V5 CONVERTING TO BKEND 15S.											
	V5 More than 2 codes changed											
	*61	W	1035P-1105P	NIGHTLINE	:15	\$100.00	10/17-10/17	2	1	2	\$200.00	
Rating: 1.9	Sales Remark: V5 CONVERTING TO BKEND 15S.											
	V5 More than 2 codes changed											
	*62	TH	1035P-1105P	NIGHTLINE	:30	\$100.00	10/18-10/18	2	1	2	\$200.00	
Rating: 1.9	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
	*63	M	1035P-1105P	NIGHTLINE	:15	\$100.00	10/22-10/22	2	1	2	\$200.00	
Rating: 1.9	Sales Remark: V5 CONVERTING TO BKEND 15S											
	V5 More than 2 codes changed											
	*69	W	1135P-1205A	EXTRA	:15	\$75.00	10/17-10/17	2	1	2	\$150.00	
Rating: 1.1	Sales Remark: V5 CONVERTING TO BKEND 15S.											
	V5 More than 2 codes changed											

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Station KTVX-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/HOUSE/R
Estimate# C16C22
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*70	TH	1135P-1205A	EXTRA	:15	\$75.00	10/18-10/18	2	1	2	\$150.00	
Rating: 1.1												
Sales Remark: V5 CONVERTING TO EKEND 155												
V5 More than 2 codes changed												

---REPORT TOTALS---

Report Totals: 50 / \$3,810.00

---SALES MONTHLY TOTALS---

Oct 12: 111 / \$22,685.00
Sales Totals: 111 / \$22,685.00
Station Totals: 111 / \$22,685.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$133,441	CABL 0%	KAZG 0%	KJZZ 0%	KPNZ 0%	KSL 25%
		KSTU 31%	KTVX 17%	KUCW 0%	KUPX 0%	KUTV 27%
		NTVX 0%				

Books MAY12
Demos RA35+